

Message Text

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61

ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 SPC-03 AID-20 EB-11 NSC-07

RSC-01 CIEP-02 TRSE-00 SS-20 STR-08 OMB-01 CEA-02

CIAE-00 FRB-02 INR-10 NSAE-00 XMB-07 OPIC-12 LAB-06

SIL-01 DODE-00 PA-04 USIA-15 PRS-01 FEA-02 INT-08

/154 R

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DRAFTED BY: COM:246/NESA/DIBA/DEWESTLEY

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NEA/RA/MONTGOMERY

COM/246/NESA/DIBA/PHALE

NEA:HMMONTGOMERY

EB/OCA/BR/NESVIG

COM:BIC:OIM:RGARNITZ (SUBS)

----- 109648

R 151515Z MAR 74

FM SECSTATE WASHDC

TO AMEMBASSY ABU DHABI

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

USINT BAGHDAD

INFO AMEMBASSY AMMAN

AMCONSUL DHAHRAN

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY SANAA

USINT DAMASCUS

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E.O. 11652: N/A

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TAGS: BEXP SA LE EG KU IR JO BA OM SY TC

SUBJECT: OIM TASK FORCE ON NEAR EAST TRADE

1. COMMERCE OFFICE OF INTERNATIONAL MARKETING (OIM) HAS FORMED SPECIAL TASK FORCE UNDER DIRECTION DAVID WESTLEY TO: (1) STUDY NEW AND CHANGING OPPORTUNITIES STEMMING FROM MASSIVE NEW OIL REVENUES AND DEVELOPMENT PROGRAMS; (2) ADVISE BUSINESS ON BEST WAYS CAPITALIZE ON NEW OPPORTUNITIES; AND (3) FORMULATE RECOMMENDATIONS FOR POSSIBLE NEW COMMERCE APPROACHES TO TRADE PROMOTION THESE MARKETS. PROJECT WILL BE EXPLAINED IN GREATER DETAIL IN LETTER TO FOLLOW.

2. FIRST STAGE (ABOUT 6 WEEKS) WILL BE UNDERTAKEN IN WASHINGTON FROM MATERIALS AVAILABLE HERE AND WILL PRODUCE PRELIMINARY DRAFT REPORT TO INCLUDE INFORMATION ON SCOPE OF MARKETS, PROJECTED REVENUES, IMPORTS, MAJOR PROJECTS, HOW TO APPROACH MARKETS, REVIEW OF PRESENT PROMOTIONAL EFFORTS, AND PRELIMINARY RECOMMENDATIONS ON POSSIBLE NEW APPROACHES. PLANNED SECOND STAGE WILL INVOLVE VISITS ACTION ADDRESSEES AND POSSIBLY OTHERS FOR CONSULTATIONS. THIRD AND FINAL STAGE INVOLVES PREPARATION AND FINAL REPORTS AND RECOMMENDATIONS.

3. ACTION REQUESTED: DEPT WOULD APPRECIATE FOR USE IN FIRST STAGE ANALYSIS ANY INFORMATION NOT ALREADY REPORTED ON GENERAL ECONOMIC PLANS OR SPECIFIC MAJOR PROJECT PLANS. POSTS INVITED TO CITE EARLIER REPORTS WHERE APPROPRIATE. ALSO APPRECIATE ANY COMMENTS POSTS MIGHT WISH MAKE RE CHARACTER OF MARKET AND RECOMMENDED APPROACHES. FOR JIDDA PARTICULARLY, ANY ADDITIONAL INFO POST COULD DEVELOP ON GENERAL PARAMETERS OF FIVE YEAR PLAN NOW UNDER PREPARATION WOULD BE MOST HELPFUL. FOR TEHRAN: PLEASE REPORT ANY INFORMATION AVAILABLE ON CURRENT THINKING RE REVISIONS IN SCOPE, PRIORITIES, AND MAGNITUDE OF FIFTH PLAN. KISSINGER

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